

'Pragmatics and discourse analysis' [Review]

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13. Pragmatics and Discourse Analysis

The year 2014 proved to be an exciting one for pragmatics and discourse analysis as it was characterized by a series of cross-over initiatives, reaching out beyond the boundaries of the single fields. In pragmatics, this cross-over was seen particularly strongly in the works on corpus pragmatics. While corpus-linguistic methods have become relatively mainstream in discourse analysis, the reach into pragmatics had been quite limited to date. Another continuing area of interdisciplinary development is the increasing attention which prosodic and multimodal factors are gaining in (mainstream) discourse and pragmatic research. The year's work was also characterized by the prominence of evaluation and, connected to this, the continued growth in research into impoliteness. Research into discourse has continued past trends but is increasingly characterized by its responsiveness to current affairs and to the impact agenda that is being set by the British funding councils. Given the very large number of publications in discourse and pragmatics, this review will attempt to address these trends (and only as seen in studies of English) rather than survey the entirety of the excellent research published in 2014.

This year saw the publication of the *Discourse Studies Reader*, edited by Johannes Angermüller, Dominique Maingueneau and Ruth Wodak, as well as the third edition of the *Discourse Reader*, edited by Adam Jaworski and Nikolas Coupland. *The Discourse Studies Reader* approaches discourse studies not as a branch of linguistics but as a project 'which runs counter to the division of knowledge into specialized disciplines and sub-disciplines' (p.1) and the editors explicitly set out to bring together both discourse theory and discourse analysis. This vision is reflected in the broad range of texts, which also represent approaches from different countries. The reader includes seven sections, each of which brings together different viewpoints on discourse. These sections are: 'Theoretical Inspirations: Structuralism versus Pragmatics', 'From Structuralism to Poststructuralism', 'Enunciative Pragmatics', 'Interactionism', 'Sociopragmatics', 'Historical Knowledge', and 'Critical Approaches'. *The Discourse Reader* continues with the same overall approach to discourse as before, but a number of chapters have been deleted and others introduced. The readings in the first section, which examine the roots of discourse, are largely unchanged and mainly draw on the same researchers as those used in the *Discourse Studies Reader*. In the second section on methods there has been considerable revision with chapters on conversation analysis and transcription removed. Part three remains largely the same, while Part four sees three chapters being cut which, surprisingly, include chapters on politeness and visual interaction, going against the trends identified elsewhere in this year review. The fifth section on 'Identity and Subjectivity' is an aspect which shows very little overlap with the other *Discourse Studies Reader* and has also been substantially revised with four chapters removed and three new ones introduced (although the topic areas remain broadly the same). The final section, on 'Power, Identity and Control' has dropped texts by Michel Foucault and Judith Butler in favour of more recent texts including a chapter on corpus-based approaches (by Paul Baker and Tony McEnery).

Moving on to textbooks, 2014 saw the publication of two pragmatics textbooks, both of which go beyond a simple teaching tool by presenting different ways of understanding pragmatics. *Pragmatics and the English Language* by Jonathan Culpeper and Michael Haugh is an important addition to the field; it serves as an introduction both to pragmatics and to a new way of approaching pragmatics: integrative pragmatics. In this approach the authors reject the forced dichotomy of first-order (the view of the researcher) vs second-order (the view of the participant) perspectives on pragmatics in favour of an approach which acknowledges the importance of both perspectives and focuses on interaction as a way of bridging them. Similarly, they seek to bridge the divide between the North-American and European traditions of micro- and macro-pragmatic studies. It is always exciting to see

eminent researchers dedicate time to textbooks and the result in this case is a research-driven textbook which is very student-friendly. Each chapter is written in a highly accessible style and combines both theoretical overviews and discussions of case-studies. The reflections sections bring in data from a range of Englishes examining variation within and between Englishes and covering both synchronic and diachronic aspects, which is indeed one of the many interesting aspects to the book. The book is positioned explicitly as the pragmatics of English. This is innovative in two ways: first, it acknowledges the plurality of Englishes, and second, it acknowledges the fact that a great deal of pragmatics research is actually English pragmatic research, as they write, 'unlike most introductory pragmatics books which give the impression that the pragmatic phenomena they discuss are general, applicable to many languages and cultures, we call a spade and spade – this is a book about pragmatics and the English language' (p. 12). This awareness and honesty is very much appreciated. The chapters cover both old and new ground, including: familiar referential pragmatics, informational pragmatics, pragmatics meaning, pragmatics acts, interpersonal pragmatics and meta-pragmatics.

Understanding Pragmatics by Gunter Senft adopts the broad view of pragmatics, conceptualizing it as the 'cultural and social embedding of meaning' (p. 2) and as a 'transdiscipline'. The structure of the book highlights the insights and contributions to pragmatics from a range of disciplines, with each chapter covering one of these. Thus, the following are included: philosophy, psychology, human ethology, ethnology, sociology and politics. This means that alongside expected topics such as speech-act theory and deixis, which are covered in the first two chapters, the third chapter discusses ritual, which is less frequently covered in such depth in introductory books. In the final chapter, Senft looks to the future of pragmatics and discusses emancipatory pragmatics, which was also the subject of a special edition of the *Journal of Pragmatics* in 2014 (edited by William F. Hanks, Sachiko Ide and Yasuhiro Katagiri).

Three textbooks which guide students to understanding discourse and the operation of power in texts came out this year, all of which make use of Hallidayan systemic functional linguistics (SFL) to a greater or lesser extent. *Analysing Power in Language: A Practical Guide* by Tom Bartlett puts SFL at the centre of discourse analysis. The goal of the book is presented as enabling readers to produce textual analyses as 'gateways to discourse analysis', that is to say that the methods of SFL are presented to allow for an objective analysis, to support and lead into the interpretation of the meaning in context. The book is written in a personal and accessible style and supported by a number of exercises that make use of a wide range of texts, from the monologues of Winston Churchill and Martin Luther King to Tony Blair and George W. Bush to multi-party interactions from the author's own fieldwork in Guyana. The answers to the exercises are included in an appendix and there is also glossary, both of which will be appreciated by students. The seven chapters cover topics such as fields of discourse, construing participation, interpersonal meaning, textual meaning and deixis, thus providing students with a key skills-set for starting to investigate discourse.

Discourse, Grammar and Ideology: Functional and Cognitive Perspectives by Christopher Hart is an introduction to CDA, which entails the investigation of power relations. Hart presents CDA as a set of approaches, each of which has a distinct methodology, but which can be distinguished from other critical approaches by 'its stringent application of linguistics' (p. 6). It is this application of linguistics that can lend the investigation rigour and replicability, which are required for a scientifically grounded critical-discourse research. Thus, each of the chapters introduces a set of linguistic tools for casting light on the non-obvious features of discourse. The chapters in the first part introduce more established tools, including those of systemic-functional grammar, the appraisal framework and multimodality. The chapters in the second part cover new ground and bring in recent

developments in using cognitive linguistics for CDA, an area in which the author himself has been influential. Topics of the chapters in this section include event structure and spatial point of view, metaphor, and deixis and proximation.

Analysing Political Speeches: Rhetoric, Discourse and Metaphor by Jonathan Charteris-Black similarly aims to show the reader how to analyse and understand discourse and also makes use of SFL (although it is never mentioned in the book). However, it differs from the two previous textbooks in that the focus is on a single discourse type, i.e. political speeches. The book explicitly presents different theoretical approaches to aid triangulation, based on the idea that ‘just as we may learn about a sculpture by walking round it, so we may learn about speeches by viewing them from multiple perspectives’ (p. xx). These perspectives, the rhetoric, discourse and metaphor of the title, constitute the three major divisions in the structure of the book. The sections are described as chronological, which presumably refers to when they were first developed rather than the periods in which the approaches are used. The textbook includes a very helpful range of exercises with answers.

Corpus pragmatics, the ‘relative newcomer’ according to Aijmer and Rühlemann (p.1) asserted itself strongly in 2014 with three significant edited collections. The first, *Corpus Pragmatics: A Handbook* edited by Karin Aijmer and Christoph Rühlemann, takes the broad view of pragmatics arguing that if we consider context to be key to pragmatic interpretation, then data is required. Although not explicitly about English pragmatics, all the chapters use English language corpora, with two chapters bringing in a cross-linguistic element. In their introduction, they put forward that ‘corpus-pragmatic research is more than just pragmatic research and more than just corpus analysis in that it integrates the horizontal (qualitative) methodology typical of pragmatics with the vertical (quantitative) methodology predominant in corpus linguistics’ (p. 12). This ‘more than the sum of the parts’ argument echoes those made in favour of corpus-assisted discourse studies more generally. As they neatly summarize, although research is blossoming in the area of corpus pragmatics, there are currently two dominant patterns of analysis and in both the researcher starts from the vertical analysis (the quantitative component). In the first, the researcher starts with lexical items, for instance a pragmatic marker such as *well*, and moves from the vertical reading to the horizontal analysis of functions. In the second, the researcher starts with functions and attempts to identify forms. In this case, the search terms cannot relate to form and so are likely to be meta-communicative expressions leading to a discussion of the function that happens to be of interest to the researcher. However, there is another method that is not included in this division and starts instead from the horizontal reading; this concerns research that uses a corpus which has been manually annotated for pragmatic features. In this case, the annotation of the corpus is the first stage of the analysis and is resolutely qualitative. Following the introduction, which provides a thoughtful overview of the methodological integration of corpus pragmatics, there are sixteen chapters, divided into six sections: ‘Corpora and Speech Acts’, ‘Corpora and Pragmatic Principles’, ‘Corpora and Pragmatics Markers’, ‘Corpora and Evaluation’, ‘Corpora and Reference’, ‘Corpora and Turn-Taking. This range of topics and approaches is one of the strengths of the volume, as is the methodological reflection included in some of the chapters. Of particular interest are the ambitious chapters addressing pragmatic principles. In terms of trends this year, the three chapters on evaluation are also particularly salient. These include a chapter by Bethany Gray and Douglas Biber on stance markers, in which they review previous work noting that analyses of stance typically address overt evaluation before going on to explore methods of identifying less explicit devices. The section titled ‘Evaluation’ consists of two chapters. In the first, ‘Evaluative Prosody’, Alan Partington discusses and provides corpus evidence for the properties of evaluative prosody (the phenomenon also referred to as semantic prosody and discourse prosody). The second, ‘Tails’, by Ivor Timmis, focuses on a specific non-

canonical grammatical feature, the tail or right dislocation, and approaches the use of this feature from a socio-pragmatic variation perspective. What makes the volume as a whole stand out is the reflection on the methodological processes of doing corpus pragmatics. What is somewhat surprising for a 2014 publication, is that none of the chapters discuss written conversation or other forms of computer-mediated communication (CMC), while in fact many of the spoken corpora date back to the 1990s. In many ways this reflects one of the great constraints on corpus pragmatics, which is that building spoken corpora is vastly time-consuming and therefore expensive, meaning that reliance on older corpora will probably continue for English until the new BNC 2014 is released. However, the accessibility of CMC data makes this a marked omission given that the data is available, being used elsewhere, and, more importantly, that this is an integrated part of our daily interactions.

The Yearbook of Corpus Linguistics and Pragmatics is a relatively new series which started in 2013, published by Springer; its very existence neatly illustrates the extent to which corpus pragmatics has established itself. The second volume in the series edited by Jesús Romero-Trillo is subtitled *New Empirical and Theoretical Paradigms* and sets out to ‘offer novel theoretical and empirical models that can explain language better in itself and in its relation to reality’ (p. 1). The book is divided into four sections. In the first, the four chapters challenge existing methodologies, as in Stefan Th. Gries and Allison S. Adelman’s chapter ‘Subject Realization in Japanese Conversation by Native and Non-Native Speakers: Exemplifying a New Paradigm for Learner Corpus Research’, and also theory, as in Li’s ‘A Corpus-Based Analysis of Metaphorical Uses of the High Frequency Noun *Time*: Challenges to Conceptual Metaphor Theory’. The second section is grouped by a shared interest in culture and contains the only corpus study I have come across of Latin in Jacob L. Mey’s intriguing chapter ‘Horace, Colors and Pragmatics’. The third section is dedicated to L2 studies, which again shows how corpus pragmatics studies are developing and moving away from the analysis of standard languages. The fourth section contains book reviews (which constitutes an appealing aspect of the series). The chapters in this volume cover seven different languages and include historical, regional and learner varieties of those languages. The contributors are affiliated with universities in ten different countries and range from Professor Emeritus to current PhD student. This openness to all scholars means that readers are bound to come across researchers, and therefore ideas and methods, that they have not encountered before and this is very positive for the field.

The third significant contribution to corpus pragmatics is *Diachronic Corpus Pragmatics* from Benjamins’s *Pragmatics and Beyond* New Series, edited by Irma Taavitsainen, Andreas H. Jucker and Jukka Tuominen. This collection follows on from a conference panel but is a much more coherent and comprehensive collection than often results from such origins. It sets out to show the usefulness of the combination of the three disciplines of historical linguistics, corpus linguistics and pragmatics and reflects on the challenges and implications of this combination. In the introduction, ‘Diachronic Corpus Pragmatics: Intersection and Interjections’, the authors position diachronic corpus linguistics as a branch of historical pragmatics noting that it is a field still in its infancy (although this book will surely change that). As the authors point out, although corpus pragmatics is somewhat more established as a field, what facilitates diachronic corpus pragmatics more specifically is the fact that corpora have been used in historical pragmatics from its inception in the 1990s. This early combination was the result of a wider shift in pragmatics, the serendipity of the emergence of historical pragmatics at the time corpus resources were developing, and indeed largely a result of Jucker’s own previous work in the area. However, the combination is not without its challenges, and these too are addressed in the introductory chapter with two ‘double binds’ being identified. The first, common to all corpus pragmatic/discourse work, is the tension between the drive for larger data sets and the

recognition of the importance of rich contextualization. The second, is the tension between the desire to maintain the integrity of the original texts and the need to make them retrievable using corpus software. A partial response to these tensions comes, again, in the form of annotation, which will allow for spelling variations to be tagged with a standardized spelling, rather as word forms are matched to lemmas. Similarly, information about speakers and pragmatic features can be added through annotation, maintaining the richness. Another way of increasing the contextualization is the integration of multimodal elements. The authors give the EMENT corpus as an example, which includes images of the original text and so on. There are twelve chapters following the introduction, divided into the areas of 'Words', 'Phrases and Clauses' and 'Utterances and Dialogues'. The first two sections look at analyses which move from form to function, while the last section starts from function. While most of the chapters interpret 'diachronic' as 'historical diachronic', Jucker and Taavitsainen use the free CoHA and CoCA corpora to cover a range from 1820 to 2000, which makes for fascinating reading. One of the interesting features of this collection is that it covers eight languages. However, for the purposes of this review, the most relevant will be the five chapters on English language data, which cover investigations into degree modifiers (Claudia Claridge and Merja Kytö), multi-adjectival premodification (Jukka Tyrkkö), epistemic/evidential parentheticals (María José López-Couso and Belén Méndez-Naya), complimenting (Andreas H. Jucker and Irma Taavitsainen) and identification of verbal aggression (Dawn Archer). The last two chapters are especially innovative as they start from functions rather than forms, thus challenging assumptions about the limits of corpus work. Furthermore, each chapter reflects growing trends in other ways. Jucker and Taavitsainen's chapter, like the Culpeper and Haugh textbook, places meta-communicative expressions in a prominent position. Taken together with Garcia McAllister's chapter in the Aijmer and Ruhlemann volume mentioned above, we have two new ways of investigating speech acts and dealing with the tensions of precision of recall, in which starting with recognized forms will lead to a high degree of precision in retrieving instances of a particular speech act but will only recall a small number of the potential range. This is also addressed in Archer's chapter, which shows how semantic annotation can be employed in both identifying and theorizing verbal aggression, thus contributing to the burgeoning area of impoliteness.

Another major contribution to the integration of corpus linguistics in new areas comes in Paul Baker's *Using Corpora to Analyse Gender*. As he notes in the introduction 'while discourse analysis has become popular with Gender and Language, this has tended to be based on detailed qualitative studies' (p. 6); he therefore offers corpus linguistics as a complementary approach. Topics cover both the language used by people of different genders and representations of gender and sexuality, and they range from expressing disagreement to changes in discursive representation over time. To show the reader how corpus methods may be integrated into language and gender work, each chapter has a different corpus methodological focus, moving through frequency, collocation and concordance analysis. Methodological issues are also raised, both regarding the study of gender and the use and interpretation of corpus data.

If the rise of corpus pragmatics represents one important form of 'cross-over' or 'cross-pollination' another highly noticeable one came in the form of many articles pushing for more attention to spoken forms and multimodal aspects of pragmatics and discourse. This included a special issue of *T&T* 34:iii[2014] on 'Multimodality, Meaning-Making, and the Issue of "Text"', edited by Elisabetta Adami and Gunther Kress. In addition, there were stand-alone methodological papers, such as 'Why Do News Values Matter? Towards a New Methodological Mramework for Analysing News Discourse in Critical Discourse Analysis and Beyond' by Monika Bednarek and Helen Caple, which examines the complete multimodal text to see how newsworthiness is constructed (*D&S* 25[2014] 135-58), and

John A. Bateman and Janina Wildfeuer's proposal of 'A Multimodal Discourse Theory of Visual Narrative' (*JPrag* 74[2014] 180-208). Concerning pragmatics, there were papers addressing themes such as impoliteness ('The Use of Key in Projecting Face-Threatening Acts in Televised Political Debate', Gerard O'Grady, *T&T* 34 [2014] 685-711), mock impoliteness (The Role of Prosody and Gesture in the Perception of Mock Impoliteness by Sean McKinnon and Pilar Prieto, *JPolR*102014] 185-219), turn-taking ('Foreshadowing a Problem: Turn-taking Opening Frowns in Conversation' by Timo Kaukomaa, Anssi Peräkylä and Johanna Ruusuvuori, *JPrag* 71[2014] 132-47).

Continuing the theme of 'cross-pollination' in this year's work, the Handbooks of Pragmatics series published by Mouton de Gruyter explicitly brings the two together, conceptualizing discourse as part of pragmatics. *Pragmatics of Discourse*, edited by Klaus Schneider and Anne Barron is the third volume in this series. Following two introductory chapters which tackle the field of discourse pragmatics and the slippery nature of discourse, the book is structured into three sections. The first, titled 'Approaches to Discourse' covers approaches such as CDA and CA, but also two of the areas of cross-pollination identified in this year's review in chapters on 'Corpus Linguistics and Discourse Analysis' (Michaela Mahlberg) and 'Multimodal Pragmatics' (Kay O'Halloran, Sabine Tan and Marissa K.L.E.). The second section surveys discourse structures and again, alongside the familiar topics, we have innovation in the form of Michal Ephraïm's chapter on 'Silence'. The third section presents discourse types and domains ranging from medical discourse to legal discourse.

Pragmatic Literary Stylistics, edited by Siobhan Chapman and Billy Clark, also represents a new interdisciplinary area for pragmatic studies (its publication interestingly coincides with the re-publication of Roger Sell's *Literary Pragmatics* as part of the Routledge Revivals series). The introduction to the volume shows that the rather uncomfortable relationship of the role and contribution of literary stylistics and literary criticism, and interaction between the two has not been resolved in the time between this volume and the first publication of Sell's study. In this volume, the editors see the primary role of pragmatic literary stylistics as serving to explain 'how different audiences arrive at the understandings they do' (p. 7) and the secondary task of 'developing arguments in support of particular readings' (p. 8). Furthermore, they propose that the application may allow for testing of the pragmatic theoretical frameworks. The ten chapters that follow the introduction present a range of case-studies working with pragmatic concepts such as implicature, relevance theory and face-work. The latter is also addressed in a stylistics context in Derek Bousfield's chapter on 'Stylistics, Speech acts and Impoliteness Theory' (pp. 118-35) in *The Routledge Handbook of Stylistics* (edited by Michael Burke), which presents a thorough overview of this interaction between pragmatics and stylistics.

The year 2014 saw two weighty contributions from established members of the im/politeness community. The first is by Geoffrey Leech, who was one of the first to theorize politeness, and in so doing shaped the direction of this field (as well as several others). *The Pragmatics of Politeness* re-asserts the linguistic origins of im/politeness, the area that Leech refers to as pragma-linguistics (the relationship between pragmatics and linguistic form) as opposed to socio-pragmatics (the relationship between pragmatics and society). The first section (four chapters) presents Leech's view of politeness and explicitly places this within the context of other researchers in the field, which will be very helpful for those coming to the topic for the first time. The second section moves on to analysis and addresses a range of speech acts from apologies to compliments. In the final chapter in this section he also flips the focus to the intriguing 'opposites' of politeness, of which he identifies four: 'non-politeness' which is the absence of politeness, 'impoliteness' which is the polar opposite of politeness, 'irony or sarcasm', and 'banter'. The last section, titled 'Further Perspectives'

discusses the methods of data collection, interlanguage pragmatics and the study of politeness in a historical context.

The second volume to make a significant contribution to im/politeness is Michael Haugh's *Im/Politeness Implicatures*. This is a rich and insightful account, which, like Leech's volume, firmly places im/politeness study in a linguistic pragmatic context. It teases out the relationship between two weighty concepts: politeness and implicature. This pair has been theorized together in past research, most notably in the neo-Gricean approaches of politeness as implicature. However, this volume takes a fresh approach in which im/politeness is not seen as an implicature itself, but as an evaluative social practice. Thus, 'the puzzle to be explored ... is why it is that implicatures only sometimes give rise to politeness, while in other instances they can give rise to other kinds of evaluations, such as impoliteness, mock politeness, mock impoliteness and shades between' (p. 7). In addressing this question, Haugh calls for a need to situate the analysis with respect to the moral order invoked by participants. This investigation is characterized by a focus on the viewpoints of the participants and the understanding that implicatures may not reside in a single utterance but emerge over a sequence. Michael Haugh's paper on 'Jocular Mockery as Interactional Practice in Everyday Anglo-Australian Conversation' (*AJL* 34[2014] 76-99) further explores one aspect of im/politeness implicatures, that of banter, one of the impoliteness opposites raised in Leech's volume.

Indirectness also forms the focus of two more papers this year. 'Disentangling Politeness Theory and the Strategic Speaker Approach: Theoretical Considerations and Empirical Predictions' by Jessica Soltys, Marina Terkourafi and Napoleon Katsos (*IPrag* 11[2014] 31-56) reviews and probes these two accounts of off-record indirect speech. Marcella Bertuccelli Papi's paper investigates 'The Pragmatics of Insinuation' (*IPrag* 11[2014] 1-29), in which insinuation is defined as 'a communicative strategy whereby a speaker intends to make an addressee believe p [proposition], but does not want to be held responsible for communicating p.' (p. 2). Although the paper does not explicitly reference impoliteness, it makes clear that the 'mismatch' strategy used for deception and manipulation is closely associated with other kinds of im/politeness. Impoliteness also received attention from a cross-cultural perspective in 'Expressing disagreement in English as a lingua franca: Whose pragmatic rules?' by Carmen Maíz-Arévalo (*IPrag* 11[2014] 199-224), which found that high-proficiency speakers were more like to formulate the speech act of disagreement using BrE norms of mitigation. Hadar Netz's study of disagreements showed that they were unmarked in a study of children in gifted classes in the US and, as such, not performing impoliteness (*JPrag* 61[2014] 142-60). In Bernie Chun Nam Mak and Hin Leung Chui's study of 'Impoliteness in Facebook Status Updates: Strategic talk among Colleagues "Outside" the Workplace' (*T&T* 34/ii[2014] 165-85), the use of English itself constitutes one of the strategies and simultaneously helps define the community of speakers. Finally, politeness as a means of investigating community building was employed in several papers this year, focusing in particular on various forms of informal written conversation. In the study that uses English language data, Daria Dayer investigates 'Self-praise in Micro-Blogging' on Twitter (*JPrag* 61[2014] 91-102).

As we have already seen, evaluation has recurred as a theme in many of the pragmatics collections reviewed here; the publication of *Evaluation in Context* by Geoff Thompson and Laura Alba-Juez rightly draws attention to this important concept. The authors state that the volume is designed as a sequel to the influential *Evaluation in Text* [date] by Susan Hunston and Geoff Thompson. While *Evaluation in Text* brought together the theorists of the major approaches to evaluation at the time and the editors introduced each of these, *Evaluation in Context* is a more traditional edited volume. The eight chapters following the introduction present a more theoretical approach ranging from revisiting the appraisal

model (Geoff Thompson) to evaluation-driven understanding of irony (Laura Alba-Juez and Salvatore Attardo). The last two chapters in this section also deal with prosody and intonation, again signaling the shift to explicitly include these aspects in theorization. The third part of the book consists of ten case-studies which illustrate the different contexts in which evaluation may be studied.

New journal: Text and Talk T&T

Books reviewed

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